



Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204

[VisitIndiana.com](http://VisitIndiana.com)

## **2012-2013 INDIANA TRAVEL GUIDE: RESEARCH AND DISTRIBUTION**

This two-year publication is the official travel guidebook for Indiana. It is a four-color, 8.5" x 11" perfect-bound magazine that is mailed to every consumer that requests state travel information. You can participate in the Indiana Travel Guide in many different ways including camera-ready advertising, formatted advertising, brochure advertising, listings and grids. As an advertiser in the Indiana Travel Guide, you will receive exposure that reaches qualified travelers in the Midwest. Additionally, all advertisers receive a presence on VisitIndiana.com, the Indiana Office of Tourism Development's official website.

According to publication research, the Indiana Travel Guide converts nearly 60 percent of information requestors to actual visitors. Additional benefits of the Indiana Travel Guide include:

- Sixty-three percent of guide requestors are influenced by the Indiana Travel Guide and its contents.
- Influenced visitors also stayed nearly one night longer than those uninfluenced and spent 116% more.
- The Indiana Travel Guide is viewed by consumers as a credible resource for travel information.

Formatted display ads are not viewed as advertising, but as editorial or listings. "This is one type of ad layout I do like and will use." In 2012 and 2013, 500,000 Indiana Travel Guides will be printed and distributed. Contact your regional account executive to participate.

### **2012-2013 Indiana Travel Guide Distribution**

- Direct mail to subscribers: 85,000
- Welcome centers, rest areas and visitors centers, AAA offices, CVBs and hotels: 225,000
- Fulfillment to requests generated by advertising: 135,000
- Indiana Legislators: 20,000
- Consumer shows, State Fair: 35,000

**Total distribution: 500,000**

### **Special Edition 2012 Indiana Travel Guide**

All distribution will occur at Host Committee Welcome Centers and Hospitality Areas. These areas include, but are not limited to:

- Hotels
- Airports
- Restaurants
- Welcome centers
- Indiana Convention Center
- Satellite communities

**Total distribution: 100,000**

**Grand total 2012 distribution: 600,000**

## 2012 SPECIAL EDITION INDIANA TRAVEL GUIDE: ADVERTISING

\*Please note that a full list of advertising opportunities for the complete 2012-2013 Indiana Travel Guide is available through your regional account executive.

The 2012 Special Edition Indiana Travel Guide has a planned circulation of 100,000 copies. Interior advertising purchased in the 2012-2013 Indiana Travel Guide will be featured in the 2012 Special Edition at no additional charge.

Interior advertising includes: corporate ads, regional formatted display ads, regional camera ready ads, listings, grids and brochure ads.

Cover locations for the 2012 Special Edition Indiana Travel Guide will be available for purchase. Five opportunities are available. In order to offer a fair and equitable opportunity for Indiana tourism partners to participate in these five opportunities, a lottery system will be implemented.

By end of day on Wednesday, June 15, interested Indiana tourism partners MUST complete and submit a signed insertion order for all opportunities they wish to purchase. By submitting this signed insertion order as an application, the partner is responsible for all advertising on the insertion order, but is NOT guaranteed placement.

Advertisers will be notified by end of day on Friday, June 17 if they were selected for these 2012 Special Edition Indiana Travel Guide advertising opportunities.

	Cost	Order Deadline	Artwork Deadline
<b>Outside Back Cover</b>	\$6,500	June 15, 2011	October 18, 2011
<b>Inside Front Cover</b>	\$6,000	June 15, 2011	October 18, 2011
<b>Inside Back Cover</b>	\$5,000	June 15, 2011	October 18, 2011
<b>Gatefold</b>	\$4,500	June 15, 2011	October 18, 2011
<b>Outside 1/3 Wrap</b>	\$12,500	June 15, 2011	October 18, 2011

## REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

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### East and West

#### Kelleen Larkey

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#### Darla S. Blazey

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